

Remarks by Marianne Lamont Horinko, Assistant Administrator
The Office of Solid Waste and Emergency Response
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Welcome and Introductions

- ! Good Morning. Thank you Don. A special thanks to Jim Burke, Maria Vickers, Claudette Reed, Wayne Naylor and all of those dedicated EPA professionals who have had the vision and imagination to put the E into Cycling-- and tackle the environmental challenges of the 21st Century head on!

- ! I'm pleased to be here in Philly to recognize EPA's E Cycling program. This effort is the critical foundation of my Resource Conservation Challenge and I would like to show and how it fits into my other priorities in what we are calling the Innovations Blueprint. Finally, I will discuss how critical partnerships and flexibility are replacing the old command and control environmentalism of the past.

Launching the Ecycling Initiative

- ! First, I'd like to commend all of you on the progress you have made on eCycling!
 - " I congratulate EPA Region III, the State directors and your staff, and the members of the electronics manufacturing, recycling, and retail industries.
 - " I also want to thank Sony, Panasonic, and Sharp for your commitment to paying to recycle your own products collected during eCycling events.
 - " Together, you've put in place a harmonious and flexible framework that allows uninhibited movement of end-of-life materials for productive reuse and recycling
 - " You've worked hard to set up the appropriate vehicles to use both public and private funds effectively
 - " You have aligned the appropriate partners to understand how to share the tremendous responsibility of properly managing end-of-life electronics, and
 - " You have diverted about 2100 tons of electronics from the waste stream -- by far, the **most ever, anywhere** in the United States.
 - " My hat is off to you!
 - " Ecycling is the cornerstone of my Resource Conservation Challenge, and here is how it all fits together.

The Resource Conservation Challenge

- ! The challenge is a dynamic group of almost 70 specific projects and activities designed to apply common sense approaches to waste reduction, recycling, energy recovery. Its hallmarks are flexibility, partnerships and innovation.
- ! They are happening in all of our own back yards— in cities large and small, urban and rural, disadvantaged and affluent.
- ! And, EPA is expressing our commitment to recycling, by upping the national goal to 35 per cent!

How Will the Challenge Work?

- ! The framework for accomplishing these goals consists of the same kinds of alliances that are here today.
 - Partnerships and alliances with industry, states, and environmental groups.
 - Training, tools, and technology assistance for businesses, governments, and Others.
 - Information, outreach and assistance to the general population, and in particular, to Youth and minority groups.

The First Installment

- ! It is fitting that I am here to recognize one of the lynchpins of the Initiative with so many of you e-cycling true believers right here with me!
 - The National Waste Minimization Partnership Program.
 - These responsible manufacturing partners pledge to reduce their hazardous waste some of which is from our 30 priority chemicals.
 - Companies that become waste minimization partners will be eligible for EPA's performance track program, which recognizes top environmental performers.

- The five founding partners are a Pennsylvania company, American Video Glass; Corning Asahi; Dow Chemical Corporation; International Truck and Engine; and Toyota Motor Manufacturing
- We would love to start talking to our e-cycling partners Sony, Sharp and Panasonic about joining with us on the Waste Min front as well!

Stewardship on all fronts!

- ! We're promoting product stewardship in other ways as well
 - Most recently we signed a breakthrough agreement with the carpet industry and States for recovering used carpeting.
 - And, I'm very excited about our on-going work with other electronic equipment Manufacturers as well.
 - As you can tell from today's event, we want to promote recovery, reuse, and recycling of electronics and
 - Encourage the design, manufacture, and purchase of environmentally sound products.

Combining Regulatory and Voluntary Approaches: The E-cycling Model

- ! On the regulatory side, we propose to adjust the Hazardous Waste Management requirements for CRT recycling.
- ! We also are working with the natural electronic product stewardship initiative to develop a national system to finance the recovery of computers and televisions.
- ! We are making progress on a feasible finance system. (NEPSI dialogue)

How E-cycling Fits into the Broader Challenge

- ! eCycling is an excellent example of one my new Innovations Blueprints – the Resource Conservation Challenge.
- ! You’ve taken a common-sense approach to reducing electronic waste by providing a strong partnership among EPA, State, local government, and industry allowing for regulatory flexibility.
- ! This has allowed you to move forward to collect real data on costs, economies of scale, and on how best to implement an eCycling program. This information is extremely valuable in developing a national solution.

! Why it matters!

- ! We need everyone to join the fight against waste
 - ! Local governments have reported increasing costs to handle, transport, and recycle discarded electronic equipment
 - ! The amassing stockpile of obsolete and broken computer monitors and televisions grows daily
 - ! Electronic equipment is one of the least recycled and fastest growing components of municipal waste
 - ! EPA is looking not only to businesses and States, but also to consumers and to our sister Federal agencies to play a significant role in finding a workable and sustainable solution
 - ! We need examples like this one to inform our efforts in crafting national solutions, to help us understand the cost of new programs, and to make sure they are efficient.
- ! Each one of us here today has a unique role to play
- ! **States** must further expand the use of their existing solid waste management infrastructure by continuing to work with their local governments and to educate their residents
 - ! **Businesses** must be accountable and take responsibility for the products they generate and by actively participating in efforts such as eCycling to help craft an efficient solution
 - ! As **consumers**, each one of us – and our neighbors – must take greater responsibility for our purchasing decisions.
 - ! ***Mention Retail Environmental Initiative***

- ! Finally, in order to be successful, the role of the Federal Government must change.
- ! A new kind of leadership is required– not just from EPA, but from the entire Federal family.

A New Era of Federal Leadership

EPA must and will:

- ! Lead by example; one component demonstrating leadership is our EPA Employee Electronics Pilot.
- ! As part of the Region III eCycling effort, this fall we will be asking EPA employees in Washington DC and Philadelphia to bring their personal computers and other electronics from their homes to several collection sites.
- ! EPA Headquarters has provided the eCycling Pilot with an additional \$50,000 for this effort. We would like for this to be the beginning of a trend among other Federal, state and local agencies, so that all government can lead by example.
- " **EPA** must also:
 - ! encourage and reward businesses that have taken the lead
 - ! support pilot efforts such as eCycling
 - ! promote successful models through innovations incentives programs

New Approaches for the challenges ahead: Innovations

The old days of command and control environmentalism are history now. The slew of regulatory activity of the 80s and 90's has given way to a need for new approaches.

I firmly believe that partnerships and flexible approaches as exemplified by this effort– hold the key to the resource challenges of the future.

For this reason, I have launched an innovations office to continually explore new avenues of protection, conservation and stewardship.

Small grants are given to EPA staffers who partner with outside groups to come up with creative solutions to test out ideas and approaches

Conclusion

- ! Today's event is a perfect example of what we are going for on the innovations front.
- ! Projects like this one that develop a comprehensive and innovative framework that partners with product manufacturers and retailers, establishes recycling targets, and provides for the safe recycling of end-of-life electronics.
- ! It's exactly what I will use as a model to instigate change among many environmental fronts!
- ! I applaud your efforts over the past year and a half.

I encourage you to continue the course that you've set for eCycling and I will do all I can to support this outstanding effort both with leadership and with available resources.

- ! Let us continue to work together to motivate many more electronics manufacturers and retailers to join us in our quest for the best national solution!
- ! Thank you for allowing me to bask in the reflected glow of your success!

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